

## Message Text

UNCLASSIFIED

PAGE 01 TOKYO 04274 161001Z  
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----004682 161520Z /46  
R 160927Z MAR 78  
FM AMEMBASSY TOKYO  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 6208

UNCLAS TOKYO 04274

E.O. 11652: NA  
TAGS: BBSR, JA  
SUBJECT: GLOBAL MARKET RESEARCH - LABORATORY INSTRUMENTS -  
JAPAN

REF: STATE 41045

1. OF THE FIVE FIRMS INVITED TO BID FOR SUBJECT STUDY,  
THREE DECLINED BECAUSE OF THEIR PRESENT TIGHT WORK  
SCHEDULE. TWO BID PROPOSALS AIRMAILED TO COMMERCE MARCH 13.  
SUMMARY FOLLOWS:

A) PACIFIC PROJECTS, LTD. (PPL).  
YEN 2,100,000 (\$9,052 AT EXCHANGE RATE US\$1 EQUALING YEN  
232). 65 PERSONAL INTERVIEWS. MARKET STUDIES DONE FOR  
PRIVATE FIRMS DURING 1977 AND 1978 INCLUDE: BLOOD CELL  
PROCESSORS, SCIENTIFIC INSTRUMENTS, AUTOMATIC ANALYZERS,  
CHROMATOGRAPHS, PHOTOMETRIC ANALYZERS, ROTARY EVAPORATORS,  
AND SENSOR TECHNOLOGIES. SUBJECT RESEARCH WILL BE  
CONDUCTED BY PPL'S GENERAL MANAGER OTOMO, G.E. BRYCE, PART-  
TIME EDITOR/RESEARCHER, AND TWO OTHER ASSISTANT RESEARCHERS.

B) PEAT, MARWICK, MITCHELL & CO. (PMM).  
YEN 2,100,000 (\$9,052). 30 PERSONAL INTERVIEWS (10 END-  
USERS, 5 MFRS, 5 TECH. ENGINEERS, 5 IMPORTERS, 1 GOV'T,  
2 ASS'N, 2 TRADE JOURNALS). MARKET STUDIES COMPLETED FOR  
PRIVATE FIRMS AND U.K. DEPT. OF TRADE DURING LAST 3-4 YEAR  
PERIOD INCLUDE: OCEANOGRAPHIC AND OFFSHORE EQUIPMENT,  
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ANALYZING AND MEASURING INSTRUMENTS, ELECTRON MICROSCOPES  
AND OTHER TESTING EQUIPMENT, AIR AND WATER POLLUTION  
MEASURING INSTRUMENTS, ELECTRONIC INSTRUMENTATION, COMPUTER  
TESTING EQUIPMENT, MATERIALS TESTING EQUIPMENT, METROLOGY  
AND TOOLING EQUIPMENT, AND MEDICAL EQUIPMENT. SUBJECT  
RESEARCH WILL BE CONDUCTED BY PMM'S RESEARCH STAFF -  
UBUNAI, HIRAOKA, AND ARIIZUMI.

2. ALTHOUGH EMBASSY BELIEVES BOTH FIRMS ARE VERY EXPERIENCED WITH COMMERCE MARKET RESEARCH PROJECTS, PPL SEEMS TO BE STRONGER THAN PMM IN TERMS OF THE MORE CURRENT EXPERIENCE IN SUBJECT FIELD. IN ADDITION, PPL PLANS TO CONDUCT MORE PERSONAL INTERVIEWS THAN PMM FOR THIS STUDY. ACCORDINGLY, EMBASSY RECOMMENDS THAT CONTRACT BE AWARDED TO PPL. SHERMAN

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 jan 1960  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014